

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ADP-00 CIAE-00 EB-11 INR-10 LAB-06

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R 081455Z AUG 73

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 6075

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

LIMITED OFFICIAL USE NEW DELHI 9233

FOR USIA DIRECTOR KEOGH AND SECRETARY OF COMMERCE DENT
FROM AMBASSADOR MOYNIHAN

E.O. 11652: N/A

TAGS: BEXP, IN

SUBJ: INDIAN INTERNATIONAL TRADE FAIR, NOVEMBER 14-DECEMBER 13,
1974

SUMMARY: IN OUR EFFORTS TO CONSTRUCT NEW AND POSITIVE
RELATIONSHIP WITH GOI WE ARE BOTH PUTTING STRONG EMPHASIS ON
THE EXPANSION OF ECONOMIC AND COMMERCIAL TIES. PARTICIPATION IN
INDIAN INTERNATIONAL TRADE FAIR OFFERS US OPPORTUNITY TO MAKE
SYMBOLIC ACT OF WILLINGNESS RESPOND TO GOI INITIATIVES. IN SHORT
RUN US PARTICIPATION OFFERS POLITICAL BENEFITS, IN LONGER RUN
COMMERCIAL BENEFITS. FAILURE TO PARTICIPATE WOULD HARM MUTUAL
EFFORTS TO IMPROVE RELATIONS. THEREFORE, I STRONGLY RECOMMEND
MAJOR USG PARTICIPATION. END SUMMARY.

1. THE GOI HAS INVITED US TO PARTICIPATE IN THE INDIAN
INTERNATIONAL TRADE FAIR TO BE HELD IN NEW DELHI, NOVEMBER 14-
DECEMBER 13, 1974. JUDGING FROM THE IMPORTANCE INDIANS ARE
ATTACHING TO THIS EVENT, THEY WILL TRY HARD TO OBTAIN EN-
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THUSIASTIC FOREIGN COOPERATION. MAJOR COUNTRIES REPRESENTED HERE

WILL PROBABLY BE INCLINED TO PARTICIPATE AT LEAST FOR POLITICAL REASONS EVEN IF PROSPECTS FOR IMMEDIATE EXPORT SALES ARE DIM.

2. WE CANNOT PROMISE LARGE IMMEDIATE PAYOFF IN TERMS OF SALES AS RESULT OF OUR PARTICIPATION. BOTH COUNTRIES ARE LOOKING FOR WAYS TO IMPROVE RELATIONS. THE INDIANS WILL TAKE WHAT WE DO OR DON'T DO AS A SIGNAL. THE POLITICAL GAIN OF OUR PRESENCE AT THE FAIR MAY BE SUBSTANTIAL; OUR ABSENCE WOULD CONTRIBUTE TO THE FROST IN THE ATMOSPHERE.

3. FURTHERMORE, A POSITIVE US RESPONSE COULD WELL HAVE A LONG RUN EFFECT ON SALES BECAUSE OUR ACTIONS COULD GIVE US LEVERAGE IN THE FUTURE WHEN IT COMES TIME TO ISSUE IMPORT LICENSES.

4. IF WE DO PARTICIPATE, LET'S COME IN RIGHT. THE INDIANS WILL NOT BE FOOLED BY A MERE "IMAGE" PROMOTION FINANCED LOCALLY AND INVOLVING ONLY LOCAL SUBSIDIARIES OF US FIRMS. IN A SUBSEQUENT MESSAGE WE WILL SUGGEST A THEME AND PRODUCT LINES FOR OUR EFFORT.

5. I VERY MUCH HOPE THAT USIA AND COMMERCE WILL BE ABLE TO ASSIST US IN MOUNTING AN IMPRESSIVE US EXHIBIT AT THE FAIR. IF IT WOULD HELP, WE MIGHT BE ABLE TO AUGMENT PROMOTION BUDGET WITH US-OWNED RUPEES. WHILE WE RECOGNIZE THIS WOULD PROBABLY REQUIRE APPROPRIATIONS, SUCH ACTION BY CONGRESS MIGHT BE FACILITATED WHEN CONGRESS IS MADE AWARE THAT NO FOREIGN EXCHANGE EXPENDITURES WOULD BE INVOLVED. FOR OUR PART, WE WILL DO EVERYTHING POSSIBLE TO GET THE BUYERS WHO REALLY COUNT -- GOI OFFICIALS -- OUT TO VIEW THE US EXHIBIT.
MOYNIHAN

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